## CLAIMS:

1. A consumer food product having the beneficial effect of reducing high cholesterol level ranges comprising;

at least a first beneficial soluble fiber component selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;

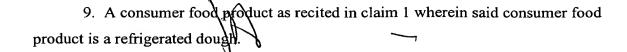
at least a second beneficial component selected from the group consisting of beta sitosterol, stigmasterol, campesterol, ergosterol, beta sitostanol, campestanol, stigmastanol and fatty acid derivatives thereof; and

wherein ingestion of the consumer food product containing a combination of said first and second beneficial components provides a serum cholesterol lowering effect.

- 2. A consumer food product as recited in claim 1 wherein said first beneficial component comprises between 1 to 25 percent by weight.
- 3. A consumer food product as recited in claim 1 wherein said second beneficial component comprises between 1 to 25 percent by weight.
- 4. A consumer food product as recited in claim 1 wherein said consumer food product is a baking mix.

5. A consumer food product as recited in claim 1 wherein said consumer food product is a ready to eat meal.

- 6. A consumer food product as recited in claim 1 wherein said consumer food product is a cereal.
- 7. A consumer food product as recited in claim 1 wherein said consumer food product is a ready to eat cereal.
  - 8. A consumer food product as recited in claim 1 wherein said consumer food product is a cereal bar.



10. A consumer food product as recited in claim 1 wherein said consumer food product is a fruit snack.

- 11. A consumer food product as recited in claim 1 wherein said consumer food product is a dairy based product.
- 12. A consumer food product as recited in claim 11 wherein said dairy based product is a yogurt.
- 13. A consumer food product as recited in claim 11 wherein said dairy based product is an ice cream.
- 14. A consumer food product as recited in claim 11 wherein said dairy based product is a drinkable product.

15. A consumer food product as recited in claim 1 wherein said consumer food product is a bakery product.

- 16. A consumer food product as recited in claim 1 wherein said consumer food product is a snack product.
- 17. A consumer food product for use in reducing LDL cholesterol levels, comprising;

at least a first soluble fiber component having a first beneficial health effect selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;

at least a second sterol based component having a second beneficial health effect, which may be similar to said first beneficial health effect;

said at least first and second components provided in a particular ratio to create a food product that delivers a health benefit of reducing LDL cholesterol levels.

- 18. A consumer food product as provided in claim 17 wherein said first soluble fiber component is provided in at least an equal amount to said second sterol component.
- 19. A consumer food product as provided in claim 17 wherein said first soluble fiber component is provided in an amount of approximately 1 to 3 grams per serving size.

20. A consumer food product for use in reducing total cholesterol levels, comprising;

at least a first soluble fiber component having a first beneficial health effect selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin;

at least a second sterol based component having a second beneficial health effect, which may be similar to but distinct in effect from said first beneficial health effect;

said at least first and second components provided in a particular ratio of one to another to create a food product that delivers a health benefit of reducing total cholesterol levels.